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Advertising Age

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50 YEARS 1930-1980

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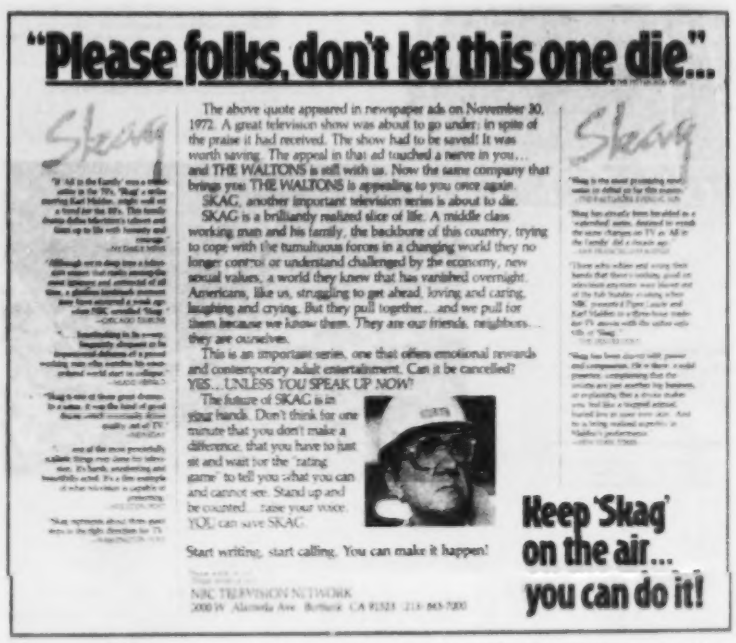
"Please folks, don't let this one die"...
Skag
The above quote appeared in newspaper ads on November 30, 1972. A great television show was about to go under; in spite of the praise it had received. The show had to be saved! It was worth saving. The appeal in that ad touched a nerve in you... and THE WALTONS is still with us. Now the same company that brings you THE WALTONS is appealing to you once again.
SKAG, another important television series is about to die.
SKAG is a brilliantly realized slice of life. A middle class working man and his family, the backbone of this country, trying to cope with the tumultuous forces in a changing world they no longer control or understand challenged by the economy, new sexual values, a world they knew that has vanished overnight. Americans, like us, struggling to get ahead, loving and caring, laughing and crying. But they pull together... and we pull for them because we know them. They are our friends, neighbors... they are ourselves.
This is an important series, one that offers emotional rewards and contemporary adult entertainment. Can it be cancelled? YES... UNLESS YOU SPEAK UP NOW!
The future of SKAG is in your hands. Don't think for one minute that you don't make a difference, that you have to just sit and wait for the 'rating game' to tell you what you can and cannot see. Stand up and be counted... raise your voice. YOU can save SKAG.
Start writing, start calling. You can make it happen!
NBC TELEVISION NETWORK
Keep 'Skag' on the air... you can do it!

Save 'Skag' Lorimar, producer of the "Skag" tv series, took this unsigned newspaper ad to try to save the show.

MTM talks with ad agencies

Producers going public to promote their shows

LOS ANGELES—What could become a significant "do it yourself" trend in ad support for tv shows—involving more advertising by producers, over and above network promotions—appeared to be setting down tenuous roots late last week in Hollywood's rain-soaked soil.

Production houses denied suspicions they were just putting pressure on the networks for more support, but there were clear signs that something's afoot.

The most dramatic and unusual example was Lorimar Productions' use of page and half-page ads in New York, Chicago and Los Angeles newspapers in an attempt to save the tv show "Skag" from cancelation by NBC.

While Lorimar head Lee Rich and ad vp Fred Skidmore were putting the final touches on their "Save Skag" direct pitch to the public, MTM Productions' Grant Tinker was starting talks with Wells, Rich, Greene/West; Ogilvy & Mather, and D'Arcy-MacManus & Masius.

If MTM hires one of the three within a month, as planned, it will become the first independent Hollywood producer with a national ad agency of its own. MTM reportedly plans to spend in the neighborhood of $600,000 in print, primarily to supplement tv network ad support for its shows.

But there was also a qualification: The agency selected might be "on hold" for awhile, according to MTM execs.

While Lorimar called its "Skag" ads a response to a special problem—lagging ratings threatening cancelation of what Lorimar and some critics feel is a special show—Mr. Skidmore took the view that "in the future this is something that's probably going to develop—production houses supporting their own product."

But he added that for the present Lorimar isn't on the lookout for a major agency and will

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MCI readies attack on Bell

By JOSH LEVINE

NEW YORK—MCI Communications, the private long-distance telephone company, is girding itself for a broad-based advertising attack on Ma Bell, set to break at a time when MCI and AT&T also are waging a bitter court battle that came to trial recently.

MCI declined to discuss the content of the upcoming Ally & Gargano effort and its marketing strategy. But a company spokesman indicated the campaign would adopt the same combative tone that has characterized its relationship with Ma Bell since MCI became the first alternative long-distance carrier in 1973. Southern Pacific Communications and ITT World Communications since have joined MCI as long-distance competitors, but neither has achieved MCI's market penetration.

- All three companies are challenging Bell with lower long-distance rates in the $17 billion business segment of the market. MCI, however, will target its ad campaign at both the business and residential segments of the market under the over-all auspices of the company's residential marketing division, the company said.

The decision to pursue a consumer-oriented strategy is thought to have won the account for Ally & Gargano last November. Ally took a similar tack in promoting Federal Express' overnight package delivery in a market dominated by the much larger Emery Air Freight.

MCI has cast itself in the same David *vs.* Goliath mold, though David has begun to look a lot less puny in the past two years. In fiscal 1979, ended last March 31, MCI tallied earnings of $7,100,000 on revenue of $95,000,000 and in the first three quarters of its current fiscal year it has already logged profits of $8,100,000 on revenue of $109,100,000. That's a lot healthier than fiscal 1975 results, when MCI lost $38,700,000.

- MCI's move into media should hearten Bell's two other rivals, both of whom can expect to be pulled along in MCI's advertising draught. "It's nice to see that MCI is going to advertise," said Stephen Yesenosky, a spokesman for ITT World Communications. "At this

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It's a different kind of comparative advertising in half-pages starting in April women's magazines for La Jolla-based InoFoods' Rondelé cheese. Copy doesn't go as far as to name more expensive French rival (Boursin), but says Rondelé "tastes remarkably like that cheese from France." Hall & Levine handles.

Swift: Parent Esmark and execs impatient with turnaround

By PAUL MERRION
Crain News Service

Esmark Inc., already deeply disappointed with Swift & Co.'s lagging turnaround, is facing the prospect of more bitter delays following the exodus of key marketing executives, cutbacks in advertising and delays on some new products.

Although Swift downplays the talent drain, the departures are symptomatic of the impatience many feel as Swift struggles to transform itself from a plodding meat packer into a dynamic brand name consumer products marketer.

But the recruits, lured to Swift in 1976 when Colgate-Palmolive marketing exec William Watchman took over as president, apparently couldn't wait for the turnaround effort.

"It was the Camelot syndrome," said an executive recruiter who has worked with the ex-Swiftites, as they call themselves. Young marketing professionals were attracted to Swift, he said, because "Watchman appeared as the Great White Hope who would yank a sleepy meat company into the 20th Century. But it was a gargantuan task, too much to be done in the time given."

And as Esmark's annual meeting convenes in New York this week, it's clear top management is running out of patience as well. In an unusually frank letter in its 1979 annual report, Esmark chief executive officer Donald P. Kelly said, "I believe the time has come

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last minute news

Wendy's expected to pick Colarossi shop

COLUMBUS, O.—Wendy's International is reportedly close to announcing Colarossi/Griswold-Eshleman, New York, will succeed Dick Rich Inc. (creative) and Clifford Botway Inc. (media), both of New York, on its account. At the same time, sources report C/G-E will resign its Arthur Treacher's Fish & Chips business—an account move that had been predicted since Mrs. Paul's recent acquisition of the fish chain. Stockton-West-Burkhardt will continue on Wendy's local advertising. In total, including local and co-op, the company spent about $45,000,000 in advertising last year.

FCB/Honig, SFM in hunt for film accounts

LOS ANGELES—FCB/Honig has become the third agency in competition for the $20,000,000 20th Century-Fox account, joining JWT and K&E (AA, Feb. 18). Meanwhile, SFM Media Service, New York, has made a presentation for the Columbia Pictures account, joining incumbent WRG, Needham, O&M and Bates. A decision is expected shortly. Columbia spending is $25,000,000-plus but agency compensation will involve a fee package.

(Continued on Page 8)

NEWSPAPER
AA MAR80
DC2001ACNGLIHGENR 94187 92011
R HAGERMAN SECY TC SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

If NBC stays home, will U.S. see Olympics

By JAMES P. FORKAN

NEW YORK—With NBC still committed to following U.S. government policy on what now seems a certain U.S. boycott of the Summer Olympics in Moscow, speculation arises on (a) will there be any coverage of the games for U.S. audiences? and (b) will NBC try to tie in with a proposed "counter-Olympics?"

• NBC-TV still says nothing more than that it would be "guided . . . by the policies and regulations of the U.S. government." Since President Carter has opted for a "final and irrevocable" decision to boycott the Moscow Olympics because Soviet troops remain in Afghanistan, that would indicate that NBC will not cover the games or at least not for the originally contracted 152 hours.

NBC officials will not discuss whether they would consider covering a counter-Olympics if the U.S. government can get the 23 like-minded foreign governments together, along with perhaps 20 others said to be pondering a boycott.

If NBC does bow out, industry sources speculated that others might try to fill the void, on a more limited scale.

A company like Satra Corp.—the international trading company that claimed the Moscow tv rights in the confusing late 1976-early 1977 period when Russia and the U.S. nets were haggling over terms—might step in, offering specials to catv or an ad hoc lineup of stations, they said.

How would the tv coverage for possible alternative Olympics, or "sports festivals," be handled? The International Olympic Committee disapproves of this, so it would not be involved.

Entertainment & Sports Programing Network, Bristol, Conn., and Ted Turner's Cable News Network and WTBS, Atlanta, hinted weeks ago they would be interested in covering such events, but there is no agent that could handle arrangements yet.

Olympics and industry sources agreed that no one site could handle an alternate "sports festival" on such short notice, especially if contingents from 20 to 30 countries would play.

The U.S. now is hinting that these events be scattered around the globe. In the U.S., New York, New Jersey's Meadowlands and Los Angeles have shown interest, as have Montreal and London. Whatever the outcome, sources thought that this package's non-Olympics status and scattered sites and tv coverage (perhaps pooled) would translate into much

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Musical tune-up by Champion

Champion Spark Plugs' spring tune-up commercial zeroes in on the high price of gasoline. "A tune-up with Champion . . . can improve your fuel economy," the spot urges. The Anvil Chorus is background music. J. Walter Thompson Co., Dearborn, Mich., handles. (See story, Page 92.)

MOST OF THE PEOPLE WHO ATTACK CHILDREN'S TELEVISION JUST AREN'T YOUNG ENOUGH TO KNOW BETTER.
NBC IS CHANGING TELEVISION RIGHT BEFORE YOUR EYES

NBC unveiled the theme and graphic dress of its new corporate ad campaign in this b&w page in last week's *Washington Post*. Jacobs & Gerber, Los Angeles, handles.

FTC, Ford build 'repair info service'

WASHINGTON—Ford Motor Co. and the Federal Trade Commission have shaped FTC demands for more open disclosure of product defects into a unique "repair information service" that Ford has agreed to promote through a national print campaign.

The agreement covers only Ford, but Tracy Westen, FTC's deputy consumer protection chief, said he hoped Ford would exploit the new service as a "competitive advantage" that would force other auto makers to respond.

For Ford, the pact could be a rosy ending to two years of FTC litigation (AA, Jan. 16, '78) and embarrassing publicity about the company's handling of defects in millions of late model Ford and Mercury cars.

In a statement, Ford North American Automotive Operations exec vp William O. Bourke said, "We are pleased that we have resolved this matter in a manner that will be of benefit to our customers."

Filing charges against Ford, the FTC staff in 1978 said they had embarked on a test case to establish standards of "fair dealing" that would start with autos and move to other big ticket items that are complicated and can break down.

The agreement announced at an FTC press conference last week:

• Requires Ford to promote the availability of Technical Service Bulletins—plain language notices of engine or transmission problems that could cost more than $125 to repair. The notices would describe preventative maintenance steps and explain any Ford reimbursement or free repair programs.

• Calls for copy tested, page ads in national editions of *Newsweek*, *People*, *Reader's Digest*, *Sports Illustrated*, *Time* and *U.S. News & World Report* that would promote the information service and a toll-free number consumers could call to request bulletins.

• Requires that the bulletins be available at Ford dealerships and promoted with posters and other collateral material, and that Ford customers be able to subscribe, for a fee, to the bulletin service and have the notices automatically sent to them.

• Bars so-called "secret warranties," the practice that triggered the FTC complaint in the first place.

• FTC alleged that Ford knew that some engines suffered from defects—piston scuffing, premature camshaft rocker arm wear and cracked engine blocks—and had told dealers to make repairs without charge beyond Ford's customary 12-month, 12,000-mile warranty. The practice was "unfair," FTC attorneys alleged, because consumers were not informed of the programs.

The agreement last week requires Ford to notify its customers by mail whenever an extended warranty program is put into effect. Ford retains the authority to decide when it will extend warranty protection, however.

FTC's Cleveland office, which handled the Ford case, also is probing alleged "secret warranty" activity by General Motors, covering some automatic transmissions, and by Chrysler, covering rust.

The Ford agreement requires the

(Continued on Page 92)

highlights

Monday, February 25, 1980

McCaffrey & McCall buys a radio station and prompts a look at agency ownership of media. *See Page 4.*

RCA has set a March 5 deadline for catv companies interested in its interim satellite distribution deal with AT&T. *See Page 6.*

The nets answer affiliate's questions, promoting "Dallas"-like shows and other pilots at the National Assn. of TV Program Executives meeting. *See Page 10.*

Quaker reaffirms its commitment to its "advertising division," in-house agency AdCom. *See Page 12.*

Eliot Janeway has discovered advertising, and he claims that his economic newsletter is showing the effect. *See Page 16.*

A total of 22 individual ads, each telling its own product story, makes up a $2,000,000-plus campaign to boost Colgate-Palmolive's Helena Rubinstein line. *See Page 34.*

California yogurt rivals Johnston Foods and Knudsen Corp. are battling two newer entries—General Mills' Yoplait and Beatrice Foods' Dannon. *See Page 38.*

Retired *Newsweek* publisher Gibson McCabe and former Grey International president Alfred Hollender are among the backers of a new roller skating disco. *See Page 43.*

Researcher tells supermarket executives how consumers view the food store industry. *See Page 46.*

Harry Wayne McMahan presents his annual "100 Best" television commercials for 1979. *See Page 53.*

The Australian national tv coverage of the 1980 Summer Olympics suffered a blow when one of its two major sponsors withdrew. *See Page 66.*

With Pierre Trudeau's Liberal party back in power, the status of Media Buying Services, agency of management for the outgoing Conservatives, is uncertain. *See Page 68.*

Unilever subsidiary Elida Gibbs is test marketing Reply mouthwash in the U.K., challenging Listerine's six-year dominance of that sector. *See Page 70.*

CIT, the French Telephone company, has gotten its act together at home and now is stepping up its marketing of products abroad. *See Page 72.*

Building the image of its Remy Martin cognac, Glenmore Distilleries hosted a $1,000-a-plate dinner in Chicago—the *piece de resistance* was its Louis XIII cognac. *See Page 74.*

Qwip Systems is marketing a new facsimile machine while it awaits the advent of the automated office. *See Page 80.*

Liggett & Myers' neighbors in Durham, N.C., consider the tobacco company's possible demise. *See Page 85.*

Nearly 250 domestic and foreign distributors made pitches for their tv shows to station execs at the NATPE mart. *See Page 86.*

The New York Times Co. released its annual earnings and revenues statement, which showed records for both categories. *See Page 91.*

A Federal Trade Commission consent settlement with two acne product sellers requires some future ads to disclose that "no product cures acne." *See Page 94.*

Section 2

The spotlight is on the toiletries industry—its prospects, the acquisition scene, government regulations and different product categories—in this week's Section 2, beginning opposite Page 50.

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China claim doubted in Hong Kong

By BERT OKULEY

HONG KONG—Agency chiefs here are regarding with little more than raised eyebrows a claim made in Peking by a Chicago-based Chinese-American that his company has won exclusive rights to handle commercials shown on China Central Television (CCTV), the only tv network in the country.

ADVERTISING AGE could not find any agency directors in Hong Kong who heard of Waysun Liao, or his company, Transplex Inc. Mr. Liao says China Television Service (CTS), which was formed to handle commercials on the national network, gave Transplex a six-year contract as sole agent for commercial placement on CCTV by advertisers in Europe, North and South America and Australia.

• Robert Chua Productions of Hong Kong claims exclusive rights to place ads on provincial stations of Guangdong, Henan and Sichuan, as well as representation in Peking and Shanghai. A Chua

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Cosmetics sales

Trends reflect changes in life styles

BY DAVID PINTO

NEW YORK—One of the most popular questions in the industry today is whether or not cosmetics are as recession resistant as their boosters claim.

In the 1970s, many traditional myths about the cosmetics/fragrance industry were exploded while a group of new ones rose up to take their place. It's safe to say that the events that shaped and changed the industry in the '70s almost certainly will continue to shape it—at an accelerated pace—in the decade ahead.

▪ One of the most obvious trends was the rise of the working woman and the resultant changes in life style.

The Bureau of Labor Statistics estimates that some 45,000,000 women now hold a job of some kind. (That figure will increase to 50,000,000 by 1985 and to 54,000,000 by 1990.)

These working women share two traits that have combined to alter how, why and where they buy cosmetics and fragrances: The need to look, feel and smell their best more often and insufficient time to purchase cosmetics and fragrances at less than convenient outlets.

▪ Expanded distribution of franchised cosmetics and fragrances also become a major factor.

Traditionally, cosmetics distribution has been based on exclusivity, a distribution philosophy that provided high end lines to department and specialty stores and lower end items to mass outlets.

Today, those restrictions are breaking down and cosmetics houses increasingly are distributing their merchandise to whatever outlets can sell it—both duplicating and broadening assortments in the process.

▪ Contingent on these two factors is the growth of supermarkets and chain drug stores as cosmetics outlets.

It is estimated that the typical consumer—whether he or she works or not—shops in a supermarket about twice a week. In an attempt to put their products where the people are, companies like Max Factor and Revlon now distribute at least some of their lines to food stores—and probably will increase their food store distribution in the 1980s.

Compared to supermarkets, other outlets see much less of their regular customers. It is estimated that consumers visit drug stores less than once a week—and visits to department or specialty stores average once a month.

▪ At the other end of the distribution spectrum is the department and specialty store, that unit that emphasizes high end cosmetics and fragrances amid a heavy dependence on service.

Even now, however, the situation is changing. Cosmetics prices in chain drug stores, especially the prices of products marketed by the major cosmetics houses, are increasing significantly, negating an advantage, both real and illusory, that chain drug stores have long enjoyed.

As a result, the offerings of such nonfranchised companies as Maybelline and Cover Girl, though themselves increasing in price, are finding a wider consumer audience than they have had to date. At the same time the franchise lines pricing differential between drug and department stores is narrowing.

With chain drug store ascendency and the growing popularity of supermarkets, the power of the department and specialty store in cosmetics has diminished.

So it is that Chaps, the new men's fragrance from Warner Western, is being distributed to some 8,500 drug stores in addition to department and specialty stores. Also, Revlon and Factor, in developing new fixturing systems designed to openly display their cosmetics lines and set them apart from those of other cosmetics houses, have made chain drug stores a prime target for distribution of those fixtures.

Clearly, the cosmetics and fragrances business is changing—dictated by the changing life styles and budgets of the consumers who buy them. But the changes may have less to do with the products—or even the prices which, though increasing, have not proven a deterrent to sales, than with the image of various distribution channels. According to a marketing director for a major cosmetics house, "The trick today is to get distribution in major department and specialty stores, and pay for it by getting distribution in chain drug stores and supermarkets as well.

"The logical next step, especially for all but high end lines, is to bypass the department store segment entirely."

▪ Whether this will happen is problematical. Some companies have reduced department store emphasis—as in the case of Almay (the hypoallergenic cosmetics line), with good success.

At the same time, more cosmetics houses will filter their lines down to the supermarket. As they do, and their food store sales increase, chain drug store sales of these products will suffer—especially in such nonfranchise lines as Maybelline, Cover Girl and the Quencher products of Miller-Morton. #

David Pinto is editor of Chain Drug Review *magazine.*

'Mademoiselle' readers' place of purchase of cosmetics

	Drug store	Department store	Home shopping	Discount house	5¢ & 10¢ Variety	Supermarket	Makeup salon	Beauty salon
Foundation Makeup	31%	55%	15%	11%	2%	4%	8%	3%
Lipstick/-lipgloss	41	55	17	12	4	5	6	2
Face powder	28	52	13	9	3	4	9	1
Blusher	34	60	15	9	2	3	8	2
Eye makeup	43	57	15	13	3	6	7	3

Base: Users of each of the products

'Mademoiselle' readers' skin types

Combination	51%
Oily	19
Normal	19
Dry	10
Blemished	2
Total	101%*

*Total exceeds 100% because of multiple mentions
Base: Total respondents

'Mademoiselle' readers' cosmetics usage

Category	Per cent using*	Per cent using daily**	Average price paid for last purchase**
Face powder			
Pressed powder	27%	55%	$3.86
Loose powder	21	49	5.51
Foundation, makeup base			
Tinted liquid	54	58	5.55
Tinted cream	13	51	4.79
Makeup stick	9	45	2.71
Pencil	7	a.	a.
Gel	3	a.	a.
Dry cake	3	a.	a.
Tinted foam	1	a.	a.
Blusher			
Cake	44	60	4.88
Cream	42	49	3.86
Liquid	12	27	3.36
Gel	11	27	3.20
Stick	11	41	3.33
Pencil	8	a.	a.
Eye shadow			
Powder	75	52	3.89
Crayon, pencil	43	44	3.16
Cream	27	31	3.21
Wand applicator	24	34	3.14
Liquid	8	a.	a.
Eye liner			
Pencil	29	52	3.08
Liquid	10	33	3.08
Cake/cream	8	a.	a.
Automatic wand	8	a.	a.
Mascara			
Lash lengthener	56	66	3.43
Automatic roll-on	35	65	3.49
Comb-on	20	55	2.99
Cake	2	a.	a.
Cream	1	a.	a.
Eyebrow makeup			
Wood pencil	11	52	2.07
Brush-on brows	9	57	3.66
Automatic pencil	7	a.	a.

Base: *Total respondents
**Users of each of the products
a. Not shown because of small base

The Most Complete Source for SPORTS CELEBRITIES
Burns Sports Celebrity Service
230 N. Michigan, Chicago 60601
312/236-2377

When it's a matter of taste

Bush Boake Allen
for fine fragrances

TENNECO
Bush Boake Allen, Inc.
a division of Albright & Wilson
a Tenneco Company

Spot tv prices continue climb

By MAURINE CHRISTOPHER

NEW YORK—Prime time spot tv prices in the top 20 markets continue to register increases in every case over levels a year ago.

Advances as estimated in the February SQAD report ranged from 19.6% in Minneapolis to 2.4% in Washington. Runners-up to Minneapolis in the double-digit gain category were Detroit, with 12.5%, and Atlanta and Tampa, both up 12.3% on the basis of this 51-market report covering purchases made by a sampling of major ad agencies as of Jan. 29.

Marvin Richfield, president of Spot Quotations & Data, attributed the sharp jump in Minneapolis to last year's poor February showing in that market. Spot tv, he noted, appears to be profiting from the Winter Olympics activity and early political buys for presidential hopefuls, while some softness in network tv has complicated the picture somewhat.

• Below the top 20, the spot medium looked strong in Denver, where the average affiliate prime time 30 was bringing a $62 cpp (cost per household rating point). Other noteworthy quotations: $57 in Hartford, $53 in San Diego and $45 in Buffalo. The rate for Buffalo—the 29th market—was higher than those in the 28th, 27th and 26th markets.

As always in this monthly report, late news was the second highest priced category in virtually all the sampled markets.

Looking to the future, SQAD's agency planners guide points toward a potentially bullish third quarter in many of the largest markets. Prime time cpp forecasts include $354 in New York, $277 in Los Angeles and a shade more than $100 for Washington, Dallas and Houston.

Random third-quarter predictions for some of the second 100 markets are: $16, Duluth; $15, Austin; $24, Monterey-Salinas; $19, Santa Barbara, and $17, Bakersfield and Las Vegas. The researcher points out the advance quarterly estimates have been revised "to reflect the probability that the Summer Olympics games will not be televised on the same basis as previously anticipated." #

PROMOTIONS VIA SHOPPING MALLS

Our full service mall agency has run successful promotions for Auto-Train, Burger King, CBS, Clairol, Dept. of Energy, De Beers, Kinney, Kodak . . . etc.

Call or write, and we'll show you how to use the most exciting *direct* advertising medium available!

SHOPPING CENTER NETWORK
10651 Kendall #110 Miami, Fla. 33176
Miami (305) 595-0281 Chicago (312) 446-9132 New York (212) 473-5348

Feb. 'street' prices for spot tv on net affiliates

Average cost per household rating point for 30-second spot

Nielsen market rank	Prime time '80 vs. '79
1. New York	$310 (+ 7.3%)
2. Los Angeles	248 (+ 4.7%)
3. Chicago	171 (+10.3%)
4. Philadelphia	129 (+ 4 %)
5. San Francisco	148 (+ 8 %)
6. Boston	136 (+ 8.8%)
7. Detroit	99 (+12.5%)
8. Cleveland	62 (+ 5.1%)
9. Washington	84 (+ 2.4%)
10. Dallas	96 (+ 6.7%)
11. Pittsburgh	69 (+ 7.8%)
12. Houston	95 (+ 6.7%)
13. Minneapolis	67 (+19.6%)
14. St. Louis	48 (+ 4.3%)
15. Miami	78 (+ 6.8%)
16. Atlanta	73 (+12.3%)
17. Seattle	69 (+ 9.5%)
18. Tampa	64 (+12.3%)
19. Baltimore	66 (+ 8.2%)
20. Indianapolis	47 (+ 9.3%)

Market combinations at a glance—cpp

Ranked by market size	Prime time February	cpm
1-10	$1,481	$5.92
11-20	696	7.09
21-30	451	6.67
31-40	274	5.08
41-50	299	5.00

Source: Spot Quotations & Data, 950 Third Ave., New York 10022. Average cpps for a 30-second spot were determined from ad agency conventional buys on affiliates as of Jan. 29. Excluded are spots bought on a 52-week basis or calling for 150-plus gross rating points weekly. These averages are a yardstick and not a listing of the market's lowest prices. Ratings used are an Arbitron-Nielsen average. These guides can be applied to 60s—200%—and 10s—50%. Percentage gain over February, 1979, is shown in parentheses.

If your Co-op program's a circle of frustration, let ACB run it—and make more money for you!

Problems with Billings? Rate verification? Paying? Conformance? Hours and hours of time spent by too many people trying to make your Co-op work better? And those hidden costs on top of it all—how much do *they* run?

Let ACB take over and change frustration into success! ACB will do *all* the nitty-gritty work for you—the planning, checking, auditing, paying and reporting.

And ACB will give you complete Co-op control for far less than doing it yourself.

You see, we're the largest, most experienced Co-op audit, payment and verification service in the country, handling more than 600 plans, processing more than one million claims every year.

So break the circle of Co-op frustration and let your Co-op make money for you. Call your nearest ACB representative. Or, if you'd like more information first, send for our comprehensive Co-op Booklet 500B.

You can't beat experience.

ACB The ADVERTISING CHECKING BUREAU, INC.

Call your nearest ACB office.
NEW YORK: 2 Park Avenue, 10016, Phone 212/685-7300
CHICAGO: 434 South Wabash Avenue, 60605, Phone 312/922-2841
COLUMBUS, OHIO: 941 North High Street, 43201, Phone 614/294-4761
MEMPHIS: 52 South Second Street, 38103, Phone 901/526-3281
SAN FRANCISCO: 1453 Mission Street, 94103, Phone 415/552-6000
ORLANDO: 1010 Executive Center Drive, 32803, Phone 305/898-7680

Brady

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And so it goes. Once you delete the commercials, the evening news on each of the three networks contains 22 minutes of actualities, usually reported by a man on the spot. Cronkite introduces each CBS stalwart and does it extremely well, smiling when the news item calls for such levity, his mustache sternly aquiver when it does not.

During the entire 40 minutes he speaks perhaps a dozen sentences. His own personal opinions on mudslides or the sartorial *faiblesse* of Mr. Bani-Sadr do not obtrude. And, as the half hour ends, he tells us that is the way it was and says goodnight.

Anchormen are not reporters. The BBC, with accurate British understatement calls them "news readers," which is what they are. But for many Americans—those who have forgotten how to read and for whom these 22 minutes from ABC or NBC or CBS provide just about all they know about the world—Cronkite or Chancellor or Frank Reynolds are their oracles. And this is rather sad.

Cronkite is an intelligent man with a felicitous turn of phrase and a splendid voice. He has also, although this is not important in his trade, paid his dues as a working journalist. So too have his competitors on the other channels. Yet it is the very nature of the beast that the network evening news is not, and cannot be, more than a headline service.

• Can Dan Rather read those headlines competently? Of course he can. So too could Roger Mudd, given the opportunity.

I merely suggest that given the complexity of the subtle world within which we live, headlines are not sufficient—no matter how orthodontically perfect the teeth, how mellifluous the voice, how keen the gaze into the prompter, how trustworthy and credible the anchorman who provides those headlines. I will miss Walter, but not, however, because he keeps me informed. #

Mr. Brady's current novel, "Nielsen's Children," is about anchormen. And anchorwomen.